

Military Circle / Military Highway Urban Development Area PRESENTATION

September 28, 2015



PRESENTATION OVERVIEW

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Introduction - WHAT IS THIS PROJECT?

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Goals – WHY ARE WE DOING THIS?

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Identity – WHAT DO WE CALL THIS?

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Next Steps – WHERE DO WE GO FROM HERE?

Introduction: WHAT IS THIS PROJECT?



WHAT IS THIS PROJECT?

- This study is funded by a **grant** (from Virginia Office of Intermodal Planning & Investment) – **No City funds** expended
- The grant is intended to help plan **Urban Development Areas** under State Code, UDAs are:
 - Designated Growth Areas in the Comprehensive Plan
 - Places for Traditional Neighborhood Design:
 - Walkable
 - Mixture of uses
 - Travel choices
- Opportunity for Norfolk to develop a **vision for the future** of the Military Circle / Military Highway area



WORK PROGRAM

12 month process:

WHERE WE ARE IN THE PROCESS



The Renaissance/Baker Team



- Multi-disciplinary planning/design company
- Working with Norfolk on new Zoning Project
- Virginia project leadership

- Global Planning/Engineering/Architecture services
- Public, private development expertise
- Virginia project leadership



TOD Course for national Transit Institute and Federal Transit Administration



Norfolk Harbor Park Multimodal Transportation Center

Goals: WHY ARE WE DOING THIS?



WHY DO WE NEED A NEW VISION FOR THIS AREA?

CHANGING:

POPULATION

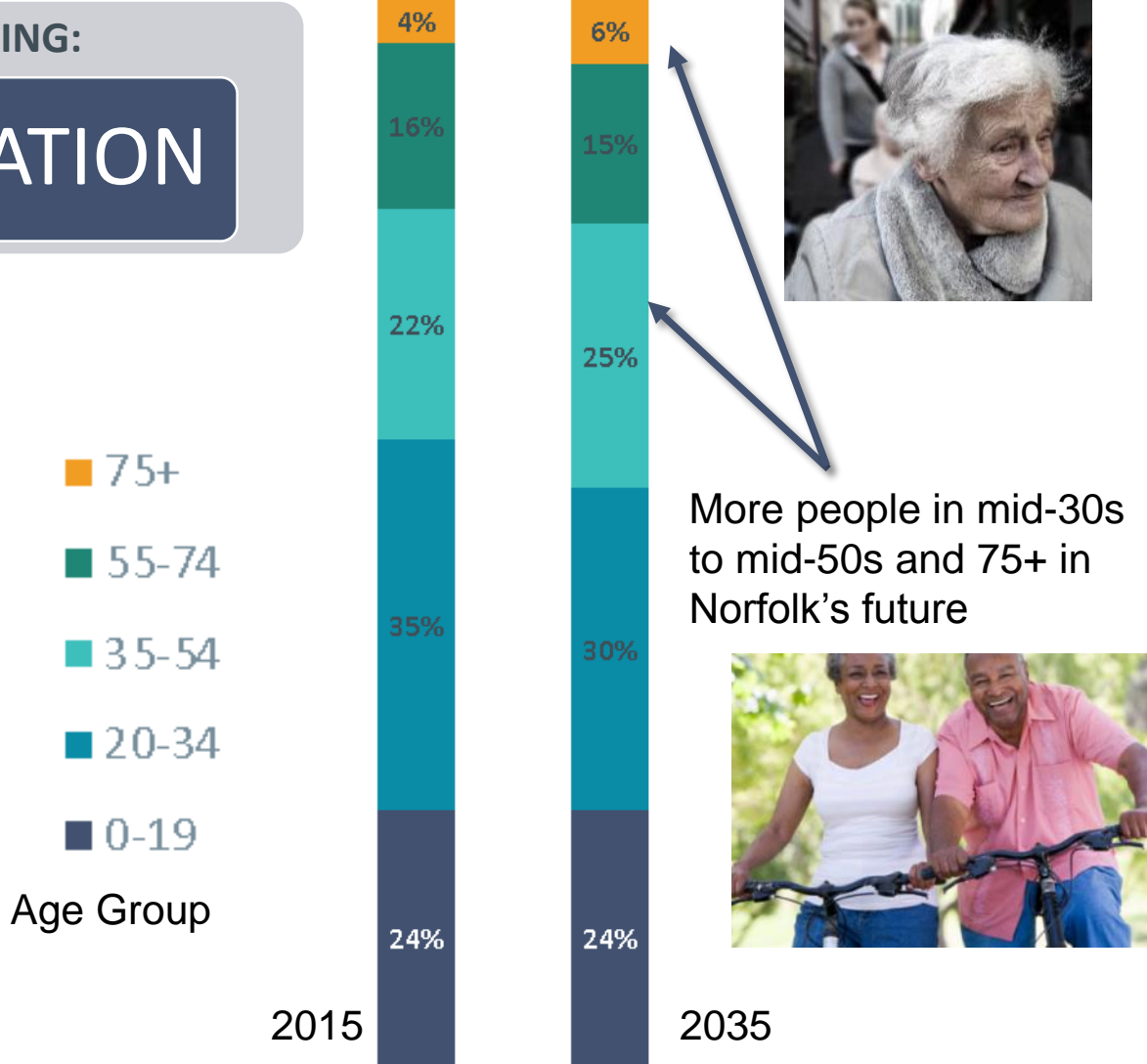
ECONOMY

ENVIRONMENT

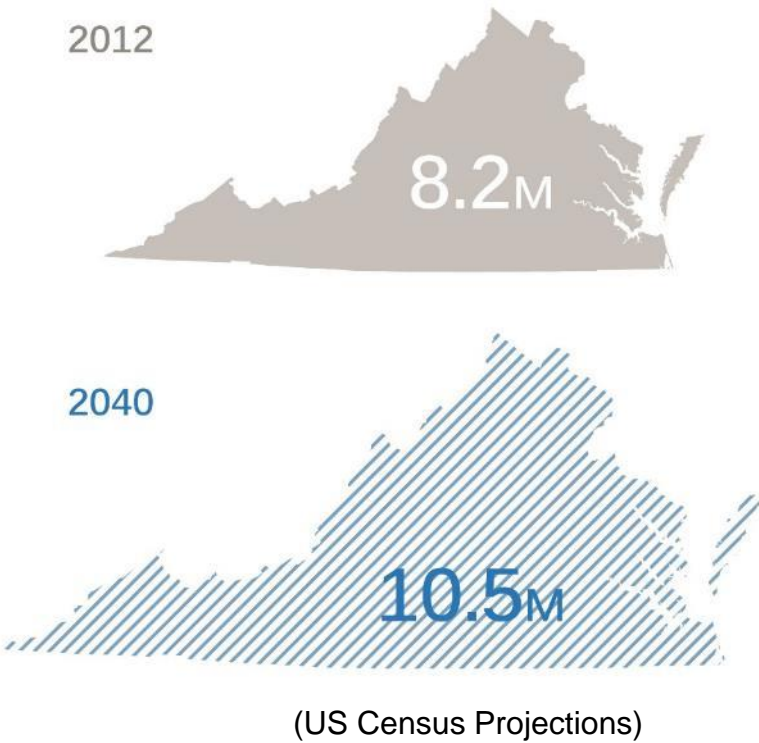


THE POPULATION IS GROWING & AGING

CHANGING:
POPULATION



Virginia's Projected Population Growth by 2040



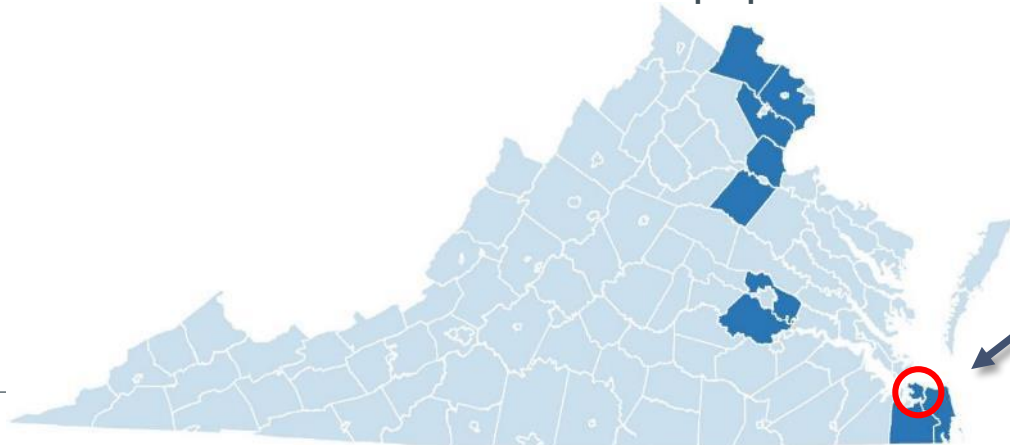
THE WORKFORCE IS CHANGING

CHANGING:

POPULATION

- MILLENNIALS (age 20-35) WILL BE THE DOMINANT WORKFORCE IN THE NEXT DECADES

Largest proportion of
MILLENNIAL population in 2040



NORFOLK

(Weldon Cooper Projections)



Millennials 75% OF
THE WORKFORCE
by 2025

THE FUTURE ECONOMY IS CHANGING

CHANGING:

ECONOMY

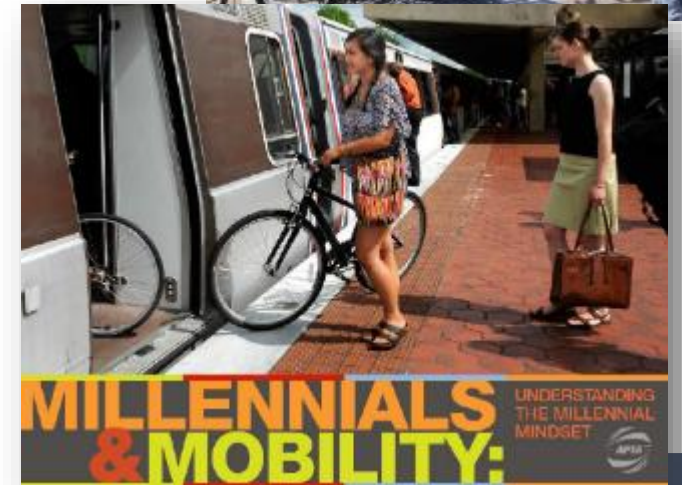
81%
OF MILLENNIALS

77%
ACTIVE BOOMERS

say affordable and convenient transportation alternatives to the car are at least somewhat important when deciding where to live and work.

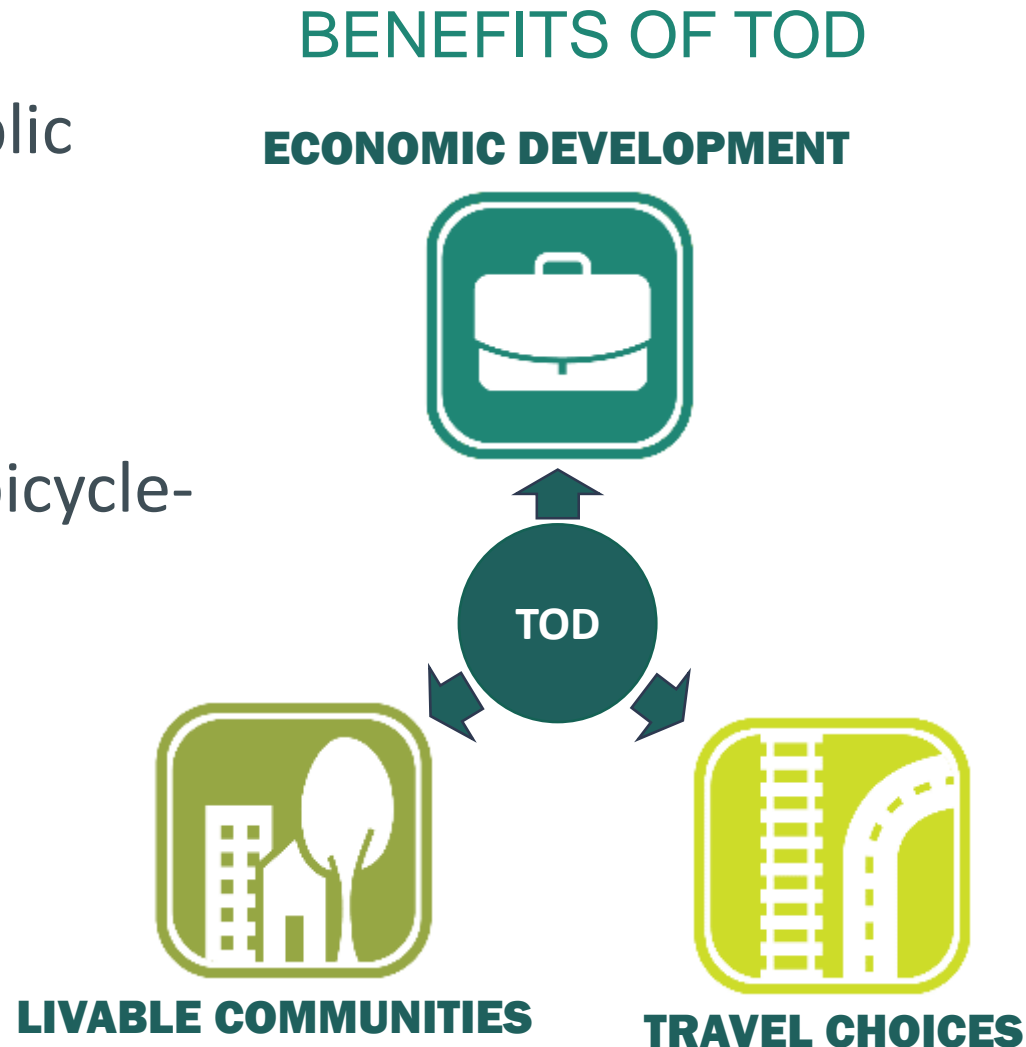
Investing in place for economic growth and competitiveness; A Research Summary; May 2014

- 2 key groups to plan for - MILLENNIALS & BOOMERS, when surveyed, they want:
 - Alternatives to the car
 - Walkable, mixed use places



WHAT IS TRANSIT ORIENTED DEVELOPMENT?

- Oriented to a public transit facility
- Mixed land use
- Compact/dense
- Pedestrian- and bicycle-friendly



Alexandria



Norfolk



Virginia Beach



TRANSIT ORIENTED Economic DEVELOPMENT



The value of property rezoned for TOD has shown an annualized increase of 36 to 143 percent.

Realtors & Smart Growth on Common Ground; Winter 2013



WHAT IS CHANGING?

CHANGING:

ENVIRONMENT

- Norfolk is the 2nd most vulnerable city to sea level rise
- Need to protect current areas and build future ones where they are safe
- Smart growth practices protect investments and save money



LONG TERM RESILIENCE

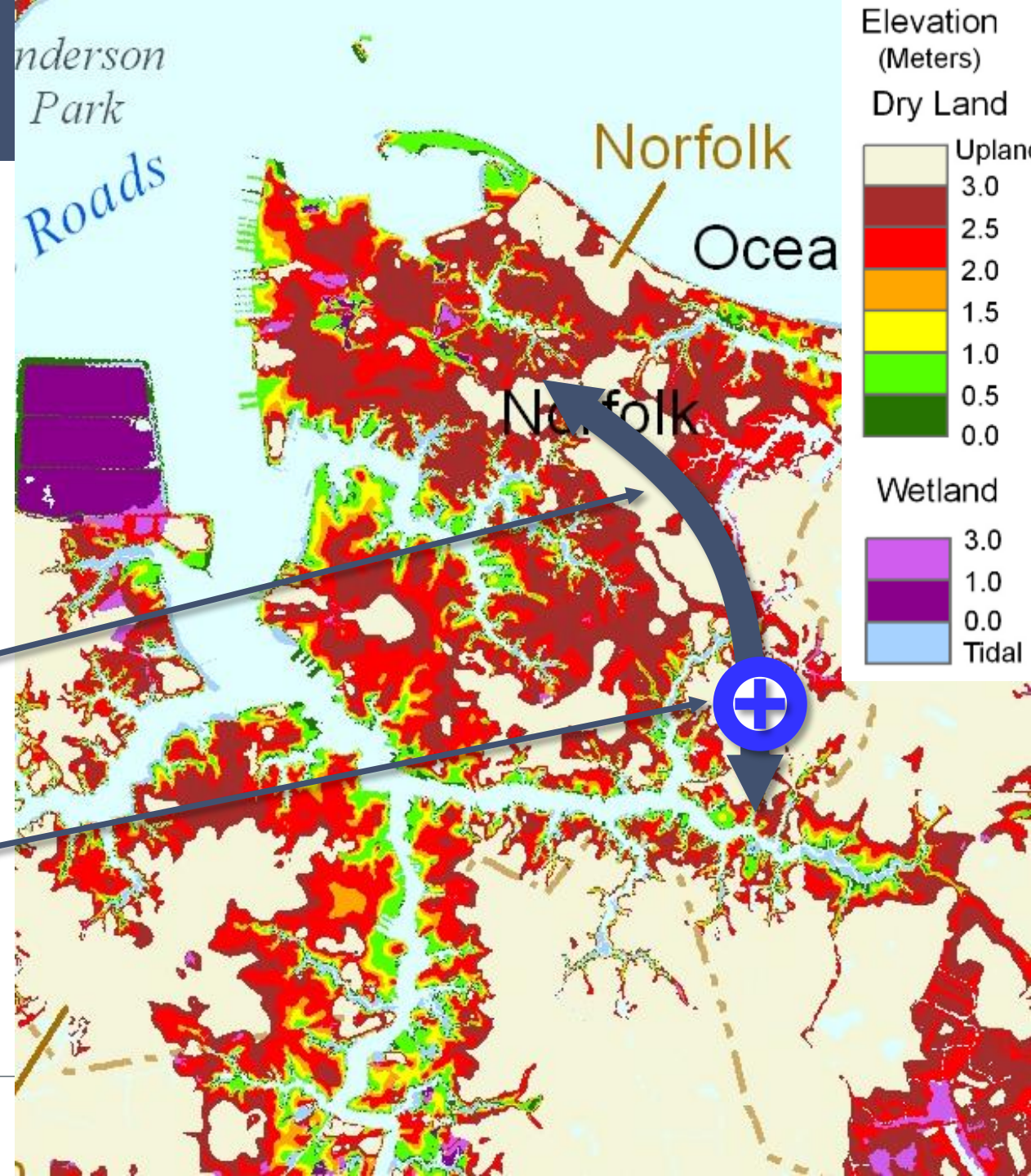


SPINE OF HIGH
GROUND

Lighter areas on map
projected to be safer
from recurrent flooding

PROJECT AREA

Source: [Sea Level Rise Maps for Virginia](#)



SMART GROWTH PRACTICES



less:

- Time in the car
- Air pollution
- Fossil fuel dependence
- Land consumed for development

more:

- Revitalization of depressed areas
- Property revenue per acre
- Physical activity
- Security / visibility



WHAT HAVE WE HEARD SO FAR?

ADVISORY COMMITTEE

STAKEHOLDERS

CIVIC LEAGUES

STAFF



OUR GOALS (to date)

PROCESS GOALS

BE TRANSPARENT

BE INCLUSIVE

BE SUSTAINABLE

DON'T SIT ON A SHELF

PROJECT GOALS

REVITALIZE SURROUNDING AREA

CONNECT & UNIFY THE AREA

INCREASE SAFETY & SECURITY

ATTRACT ECONOMIC DEVELOPMENT

BUILD FOR RESILIENCE

MILITARY CIRCLE AREA YESTERDAY & TODAY

1948

2015

1948

2015

MILITARY CIRCLE AREA TOMORROW?



Amenities



Travel options



Mixture of uses



Complete streets



Identity: WHAT DO WE CALL THIS?



BRANDING THE PROJECT / PLACE

- What is the “Brand” of this Project?
- What is the “Brand of this (future) Place?”



Peterborough



BRANDING THE PROJECT / PLACE

IDEAS for
the PLAN/
PROCESS



Military Circle Military Highway
FUTURE VISION

Military Circle
Highway
FORGING PLACE

Military Circle
Military Highway
FUTURE PLACE

Military Circle
Military Highway
Crossroad to the FUTURE

IDEAS for the
(FUTURE)
PLACE



NORFOLK Highlands
Military Circle - Military Highway Urban Development Area

EAST NORFOLK RISING

NORFOLK CENTER

Norfolk
RISING

Military Circle - Military Highway
UPTOWN Norfolk
Urban Development Area

MILITARY HIGHLANDS

Military Circle
Military Highway
Urban Development Area
southEAST NORFOLK

MILITARY CROSSING

NOTE – disregard fonts and colors for now – they will be refined later once a basic theme is chosen.

Analysis: WHAT DID WE FIND OUT?



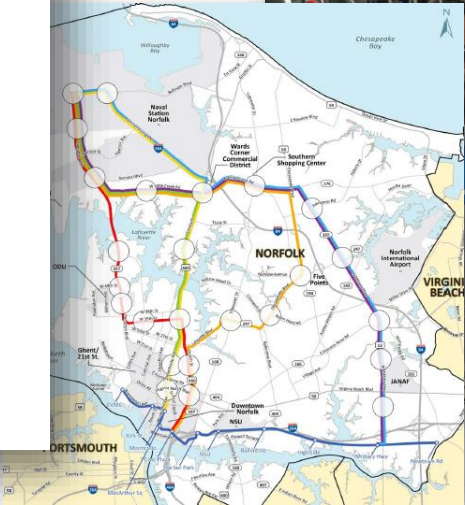
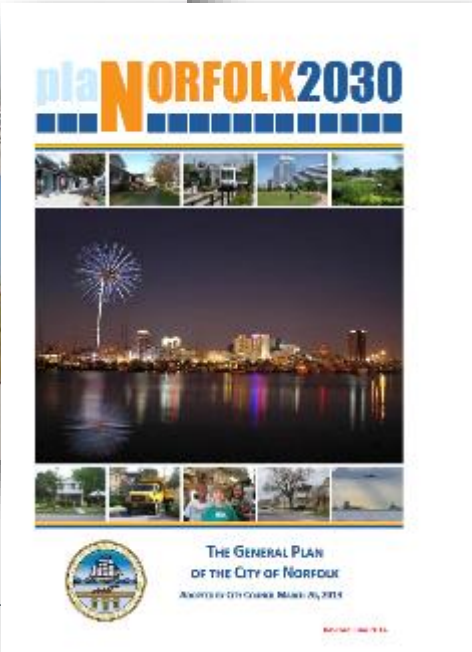
EXISTING PLANS & POLICIES



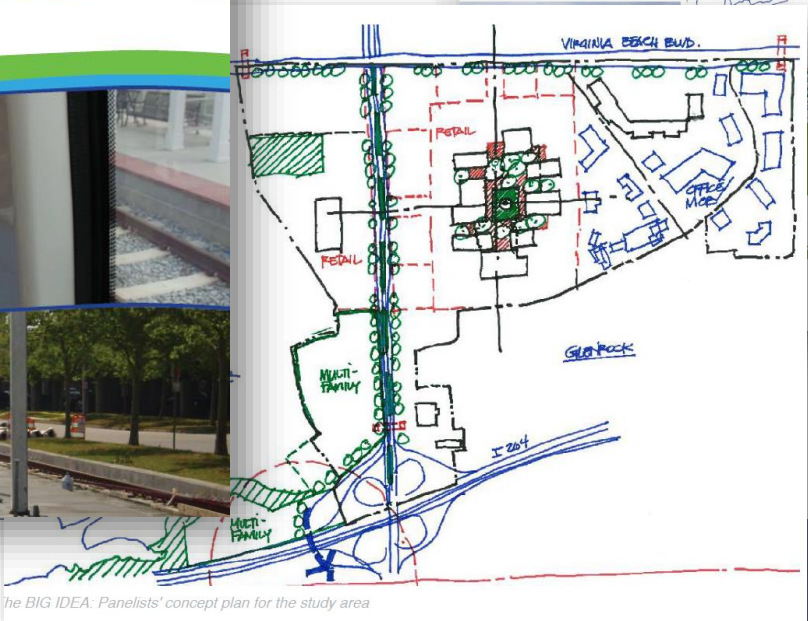
EXISTING PLANS & POLICIES

ULI REPORT

COMPREHENSIVE PLANNING



TRANSIT EXTENSION STUDY



The BIG IDEA: Panelists' concept plan for the study area



A Technical Assistance Panel (TAP) Report



The Area Today



TRANSPORTATION



REGIONAL CONTEXT

The “old crossroads of regional highways

The “new” crossroads of Interstates

The “future” crossroads of transit?



Transportation Issues

GOOD BIKE/PED ACCESS



LIGHT RAIL



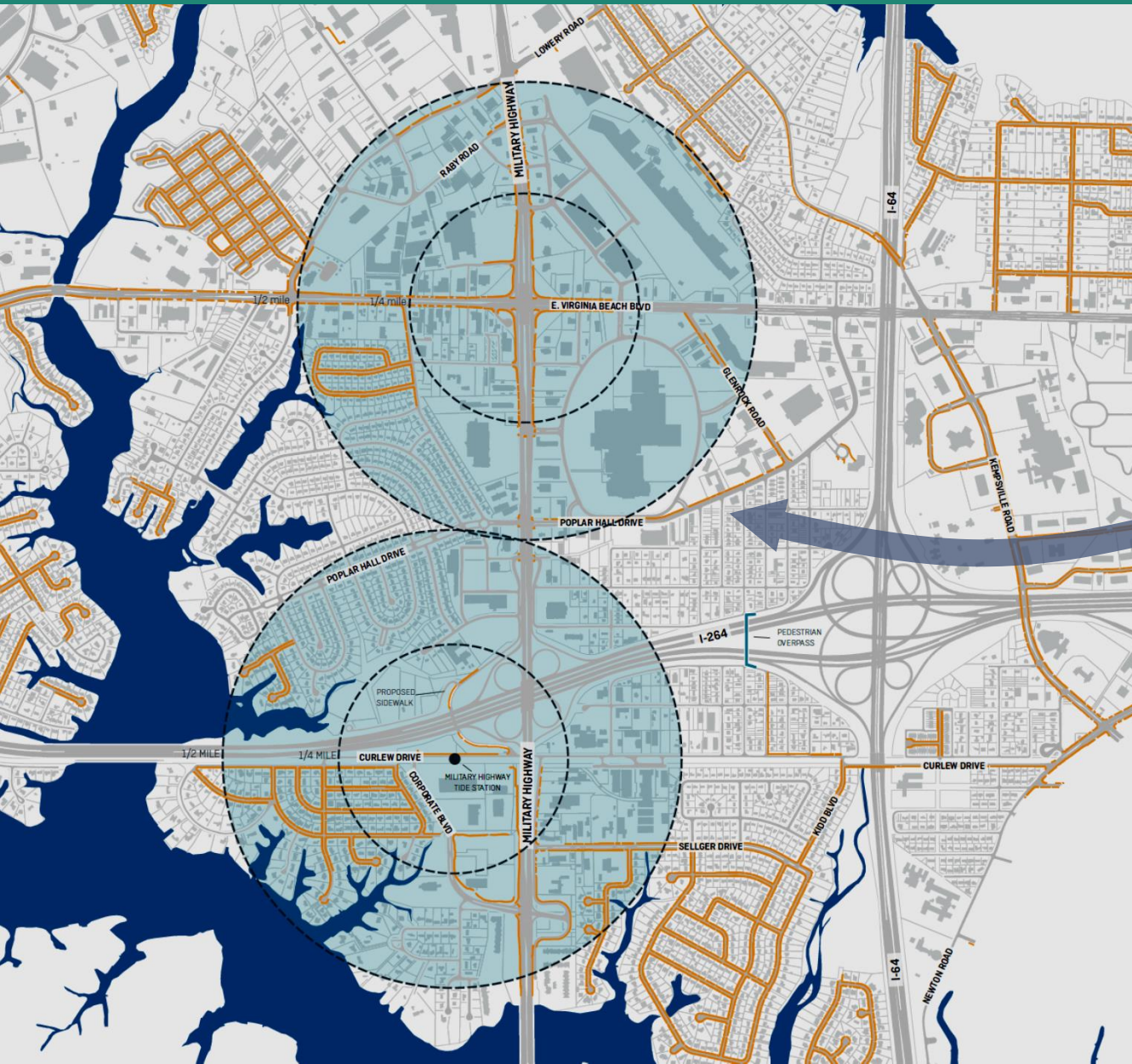
BUS



POOR BIKE/PED ACCESS



WALKSHEDS / SIDEWALKS



5 and 10 minute
“walksheds”

Sidewalks only in
residential areas

Barriers to access

LEGEND

- SIDEWALKS
- PROPOSED SIDEWALKS
- OVERPASS
- WATER
- BUILDINGS
- STREETS
- PARCELS
- LIGHT RAIL STATION
- WALKSHEDS

CAPACITY ON HIGHWAYS

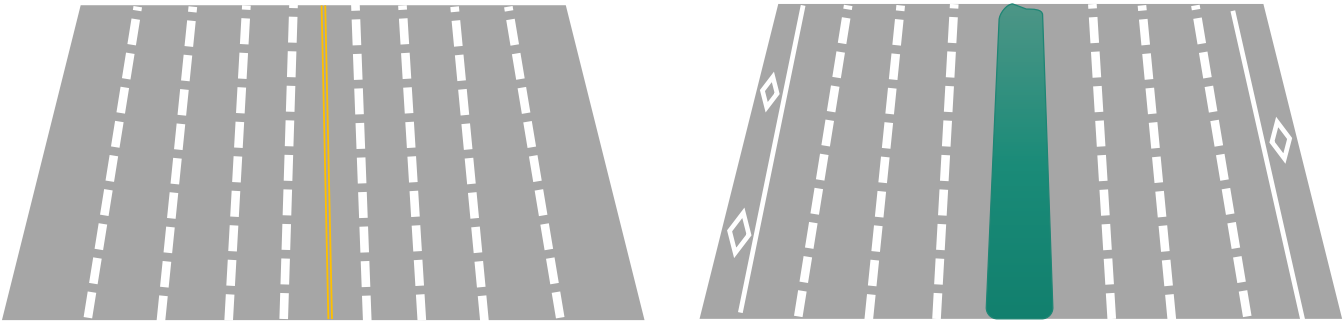
	CAPACITY GUIDELINES FOR 6 LANES	AVG. TRIPS FOR SEGMENTS WITHIN STUDY AREA	POTENTIAL EXCESS CAPACITY*
MILITARY HIGHWAY	58,400	45,800	22%
VIRGINIA BEACH BLVD	58,400	30,087	48%

*NOTE – does not account for constraints on roadway capacity resulting from intersection capacity & operations

At 6 lanes, both Military Highway and Virginia Beach Blvd are over capacity.

However, driveways and intersection dynamics reduce the capacity

Portions of these roads go up to 8, 10, or even 12 lanes



Before

After

A Road Diet? (example only)

OCTAVIA BOULEVARD FREEWAY REMOVAL, SAN FRANCISCO, CA



Source: ReStreets

<http://www.restreets.org/case-studies/octavia-boulevard>

HILLTOP SHOPPING CENTER LIGHT RAIL, VIRGINIA BEACH, VA



Laskin Road Perspective, with parallel potential transit line (looking west)

A rendering shows a future light-rail line through the Hilltop shopping area in Virginia Beach.

Source: Hampton Roads & Virginia Beach

<http://hamptonroads.com/2012/05/residents-city-planners-suggest-light-rail-hilltop>

SITE ANALYSIS (on posters around room):

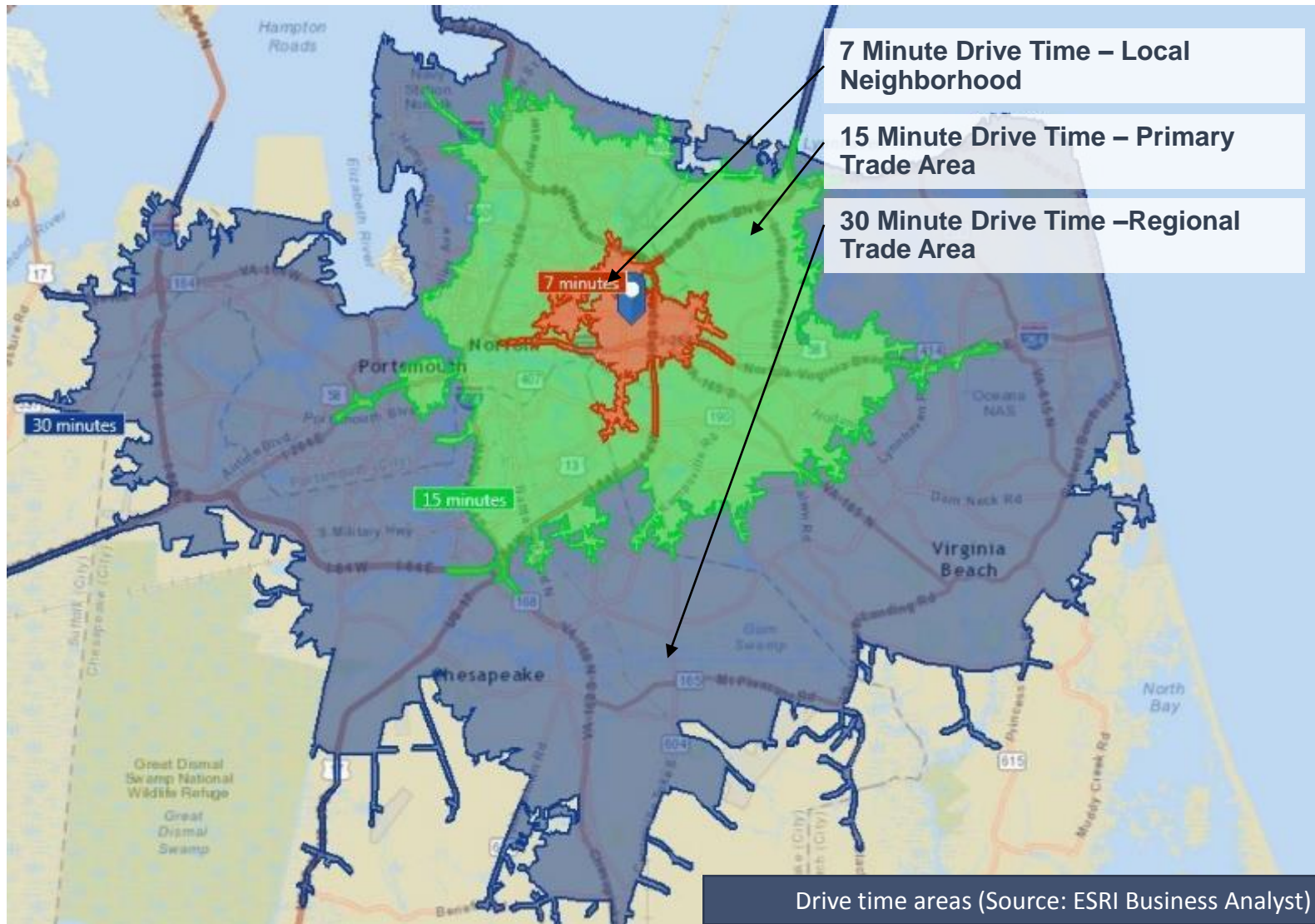
- Paved areas
- Tree canopy
- Property Ownership
- 3-D buildings



MARKET ANALYSIS



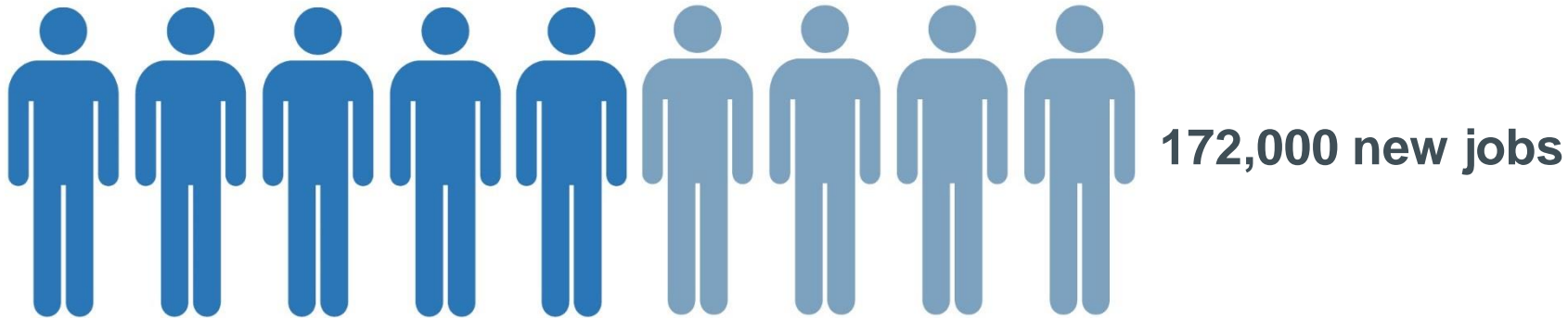
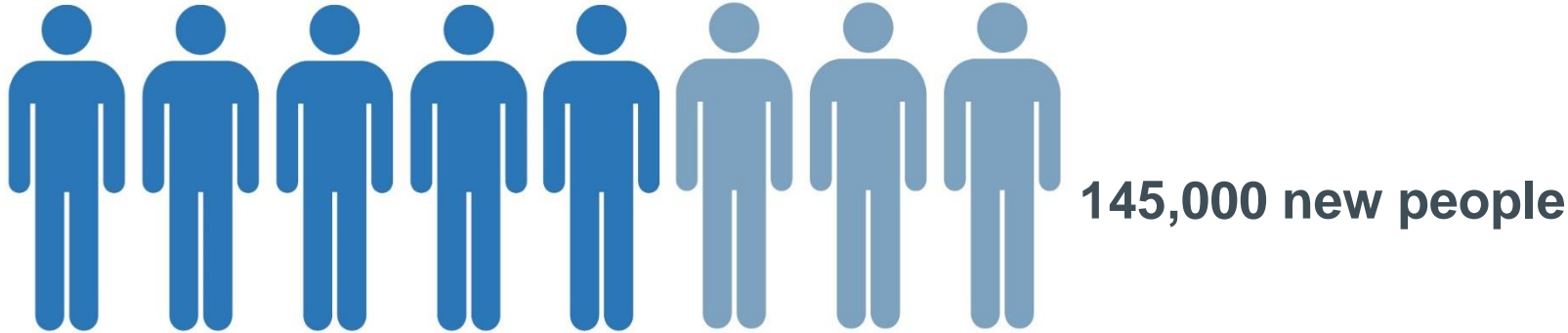
TWO TIME FRAMES AND THREE LEVELS OF GEOGRAPHY



- Regionally prominent site - market reach can extend to a large area

LONG TERM POPULATION & EMPLOYMENT TRENDS

In this region in 20 years:

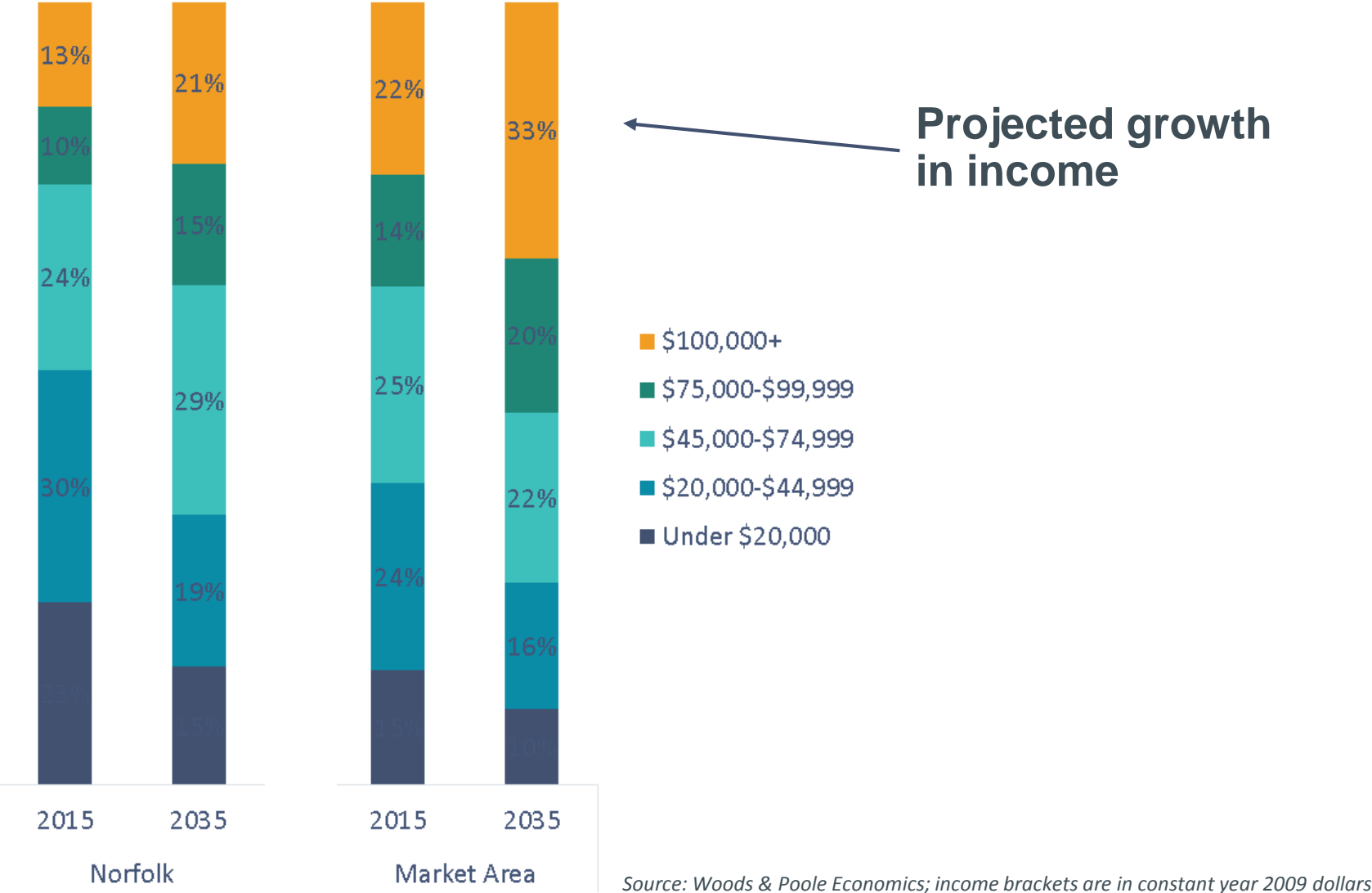


- Future population change by city (annually):
 - Norfolk: -0.2%
 - Virginia Beach: +0.7%
 - Portsmouth: -0.4%
 - Chesapeake: +1.6%
- Future employment change by city (annually):
 - Norfolk: +0.4%
 - Virginia Beach: +1.5%
 - Portsmouth: +0.4%
 - Chesapeake: +1.9%

NOTE: Population Projections are subject to change and City staff has logged approximately 500-1,000 annual net housing growth recently

Source: Woods & Poole Economics

LONG TERM INCOME TRENDS



- The income group increasing its share the most is \$100,000+
- In the combined market area, households earning over \$75,000 per year are forecasted to go from 36% to 53% of the total

KEY TAKEAWAYS – PEOPLE & ECONOMY

- Strong regional growth – modest city growth – but potential for strong new growth in project area
- Trade area is becoming more affluent:
 - Strong growth in families (35-54) with incomes above \$75,000 and empty nesters (55-74) with incomes above \$50,000
- Higher income Millennials (under 35) and families (35-54) are basically replacing lower income ones
- Net increase in retirees (75+) across most income groups

MARKETS – RETAIL – OFFICE - HOUSING

RETAIL

- Shrinking Nationally
- Market is strong but competitive
- More retail only in strongest locations
- Major vacant retail space should maybe be repurposed



OFFICE

- Shrinking Nationally
- Not a major location for office – modest demand
- Some potential for medical office



HOUSING

- Norfolk doing better than others in region
- Multifamily & Single Family show strong demand
- Multi family more stable demand than single family



DEMAND PROJECTIONS for PROJECT AREA

Product Type	Estimated Annual Demand Capture
Retail	Only small increments of space supporting other development types
Office	15,000-20,000 sq. ft. of general office 15,000-20,000 sq. ft. of medical office
Residential	141 Units – mixed densities

Source: Renaissance Planning

Next Steps: WHERE DO WE GO FROM HERE?



A PHASED APPROACH

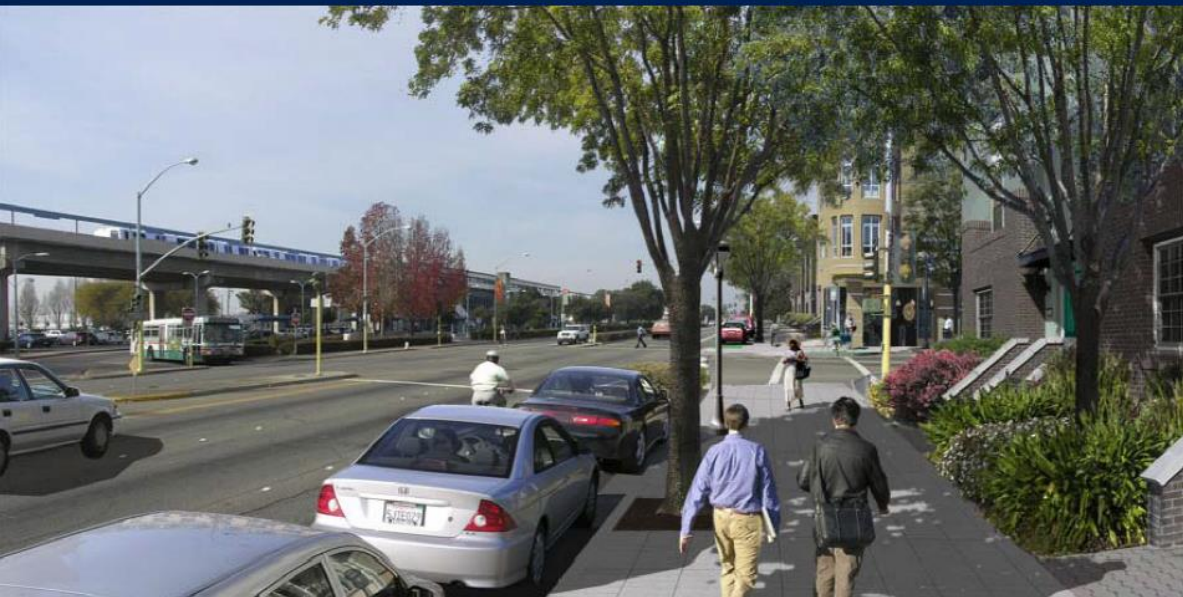
TODAY



5 YEARS



10 YEARS



20 YEARS



TRANSIT ORIENTED DEVELOPMENT – an important point

CHARACTERISTICS OF SUCCESSFUL TOD — CHARACTERISTICS OF SUCCESSFUL COMMUNITY



A BLUEPRINT FOR SUCCESS



WHAT WE NEED FROM YOU:

GOALS

- What should be our Goals?

ECONOMY

- How can we revitalize the area?

QUALITY OF LIFE

- How can this project improve quality of life in the area?



YOUR INPUT

4 Stations set up around the room with boards and flipcharts at each to receive input.

TRANSPORTATION

- How do you want to walk/ride/drive in the area?

FOR MORE INFO:

- Go to [norfolk.gov](http://www.norfolk.gov) and click on link
- Go directly to <http://www.norfolk.gov/index.aspx?nid=3278>
- Contact info:
 - Paula Shea with Norfolk Planning
 - 757 664-4772 or paula.shea@norfolk.gov

